

Workplan Logistics
Program Contact: Lori O'Connor, #3019

I. Selling/Execution Detail

Month: July
Promotion: WINSTON \$1.00 off 2 Packs
Promotion #: 800750 Pre-Sleeved: No
Item #: 542810
Segment: Partner Pack Outlets
SKU Quantity: 20
Placement/MSA Reporting: WIN JUL \$1 / 2 PKS
Reporting Dates: 7/6/98 - 8/28/98

Promotion Details: 1) **Promotion Description:** WINSTON \$1.00 off 2 packs, packs have black and white .50¢ off tear tape. Direct account will be required to insert product into promotional sleeves. Display holds: 2 cartons LT 85 Box, 1 carton UL 85 Box, 1 carton FF 85 Box. Brand mix per display: 10 offers LT 85 Box, 5 offers UL 85 Box, 5 offers FF 85 Box. (WAM accounts will participate in this promotion.)
2) **Materials Description:** Display/POS kit, includes preassembled counter display, POS Card, 20 sleeves.
3) **Recommended Displays:** in SKU
4) **Special Instructions:** If Field requires a special removable 50¢ VPR for retailer accounting purposes, order #545045 (500/SKU).

Pricing Details: - **Invoice Description:** WIN JUL \$1/2 PKS
- **Pricing:** Reduced list price
- **Terms:** Standard 3.25% .5% EFT
- **Additional Allowance:** NA

Promotional Packaging UPC: 12300-24689
Product UPC: 25380 - WINSTON LIGHT BOX
25381 - WINSTON ULTRA LIGHT BOX
25379 - WINSTON BOX

VAP Payment Per 6M Case: 1) **Pack Only:** \$9.50 per promoted 6M case (\$1.27 per SKU of 20).
2) **Pack and Ship:** \$14 per promoted 6M case (\$1.87 per SKU of 20).

II. Promotion Timing

Allocations Available: 3/30/98
Execution Model Available: 4/20/98
Allocation Adjustments to Model: 4/20/98 - 5/8/98
Templates Available: 5/11/98
Valued-Added Transfer Deadline: 5/15/98
First Order Date: 5/18/98
First Delivery Date to Direct Accounts: 6/8/98
VAP/Delivery Date to Retail Accounts: 7/6/98
Last Delivery Date to Direct Accounts: 7/17/98
Roll Remaining Allocations to National/Clean-Up: 7/20/98 - 7/24/98

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